

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: 15038US02

PATENT

In the Application of:)	
)	
Jeyhan Karaoguz, <i>et al.</i>)	
)	
Serial No.: 10/675,466)	
)	
Filed: September 30, 2003)	
)	<u>Electronically Filed On</u>
For: DEMAND BROADCAST CHANNELS)	
AND CHANNEL PROGRAMMING)	<u>April 18, 2011.</u>
BASED ON USER VIEWING)	
HISTORY, PROFILING, AND)	
REQUESTS)	
)	
Examiner: CHOWDHURY, SUMAIYA A.)	
)	
Group Art Unit: 2421)	
)	
Confirmation No.: 5576)	

AMENDMENT UNDER 37 C.F.R. §1.312

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office action mailed August 31, 2010, in the above-identified application (the "Application"). The Applicants respectfully request reconsideration of the Application in view of the following remarks.

Amendments to the Claims are shown in the listing of claims that begins at page 2 of this paper. **Remarks** begin at page 11 of this paper.